

FIG. 1

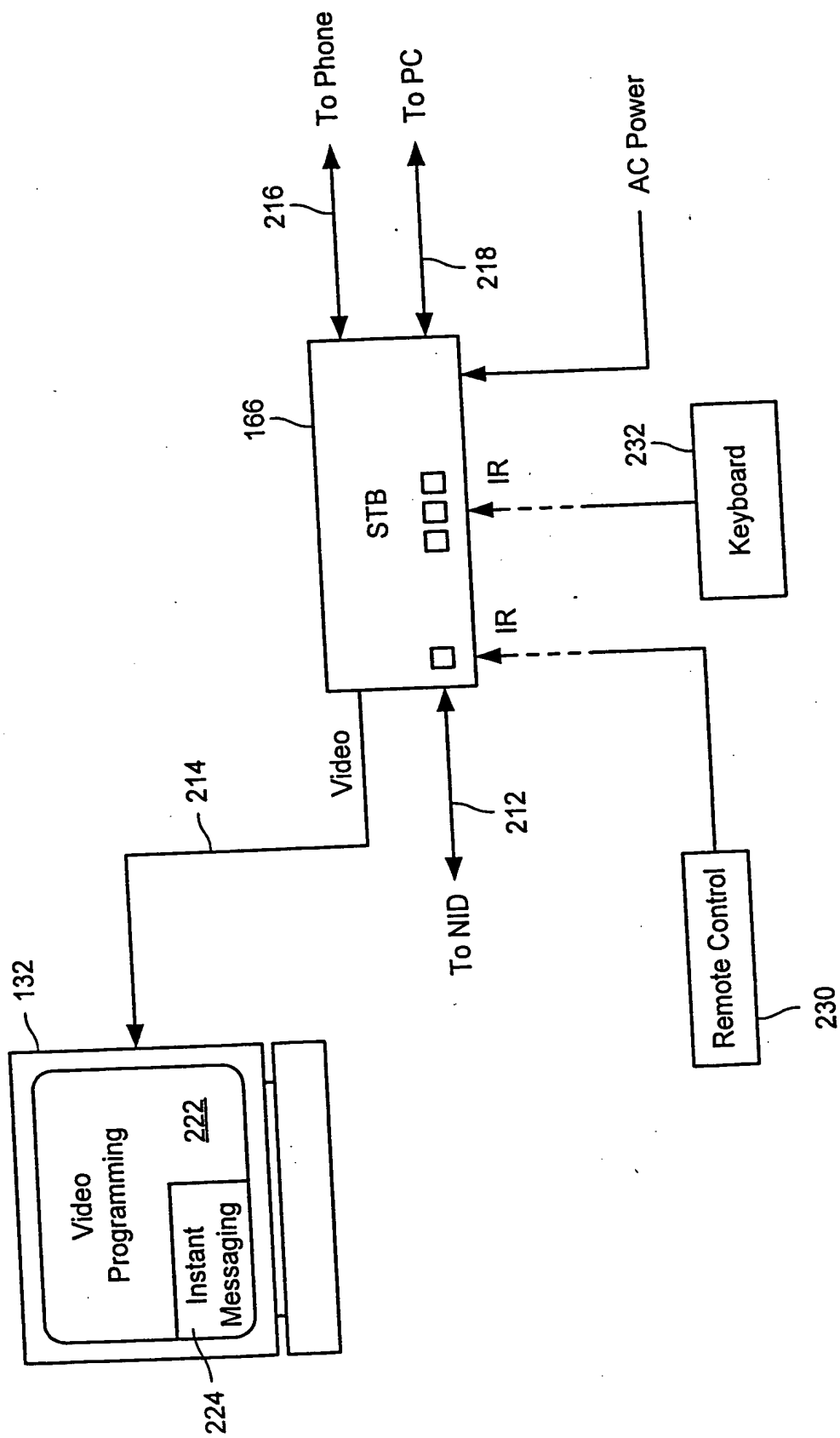


FIG. 2

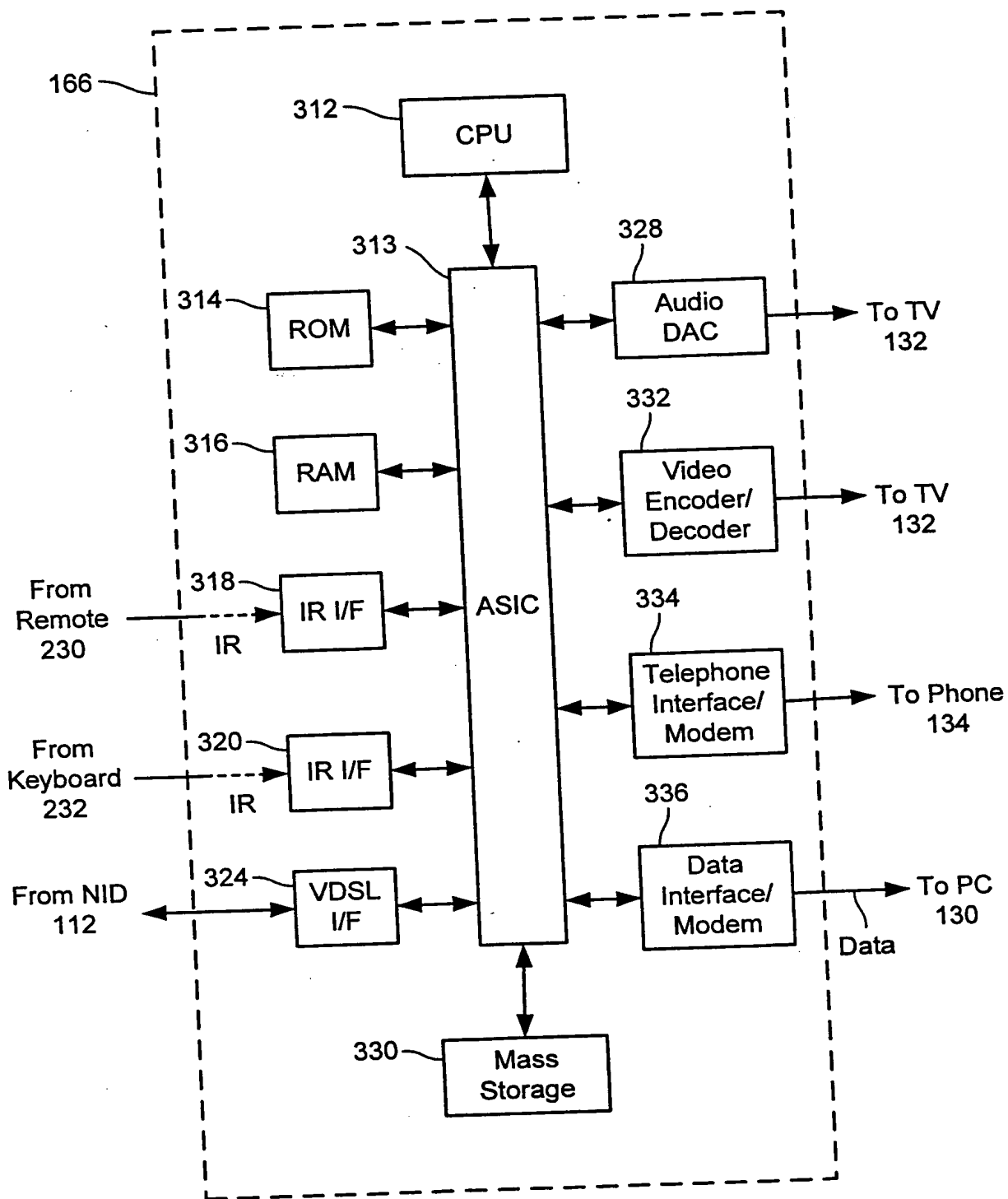


FIG. 3

410

jsmiths Profile

File Edit View Favorites Tools Help

Back Address <http://profiles.im.com/jsmith>

jsmith's Profile

| Profile Stats | Basics |
|--------------------------------|-------------------------------------------------------------------------------------------|
| 416 Last Updated 11/20/2003 | 414 ~ User ID: jsmith |
| | 418 ~ Real Name: James Smith |
| | 420 ~ Location: Denver, Colorado |
| | 422 ~ Age: 22 |
| | 424 ~ Marital Status: Single |
| | 426 ~ Gender: Male |
| | 428 ~ Occupation: Student |
| | Telephone No.: 303-555-1234 |
| | 430 ~ Profile <input checked="" type="checkbox"/> Public <input type="checkbox"/> Private |

FIG. 4

510

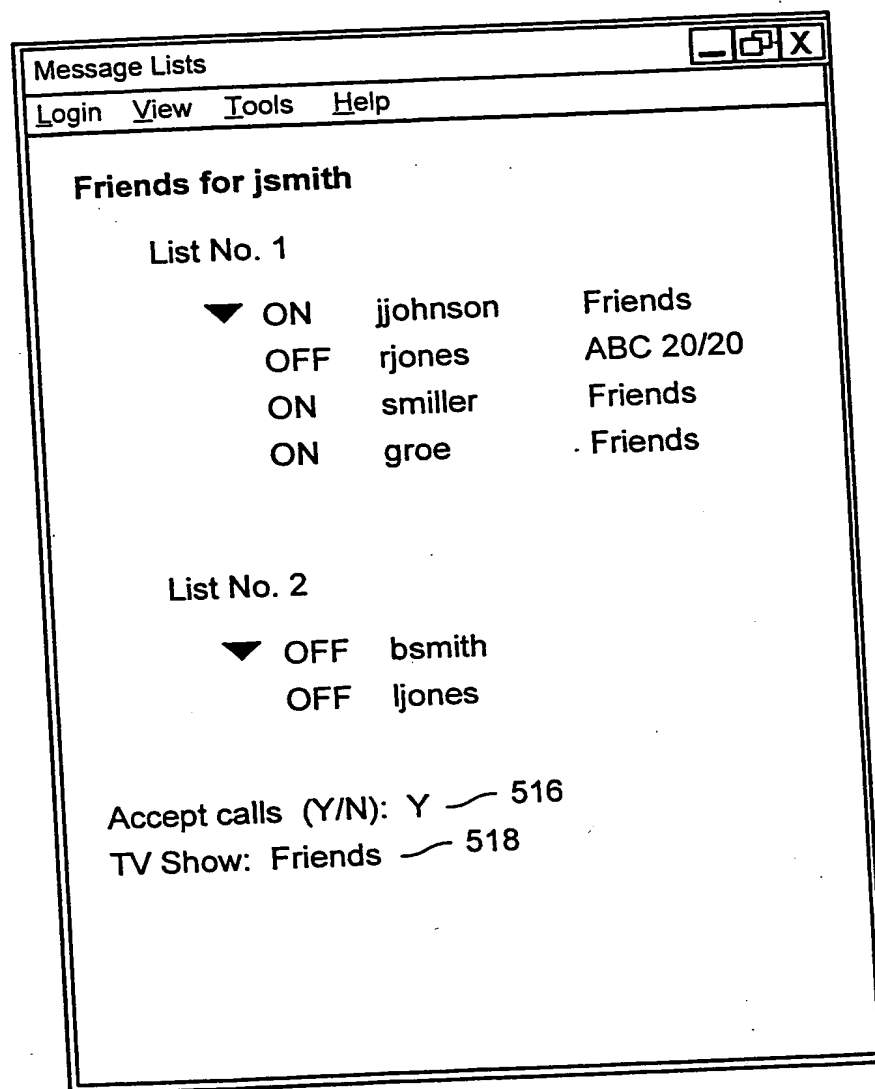


FIG. 5

610

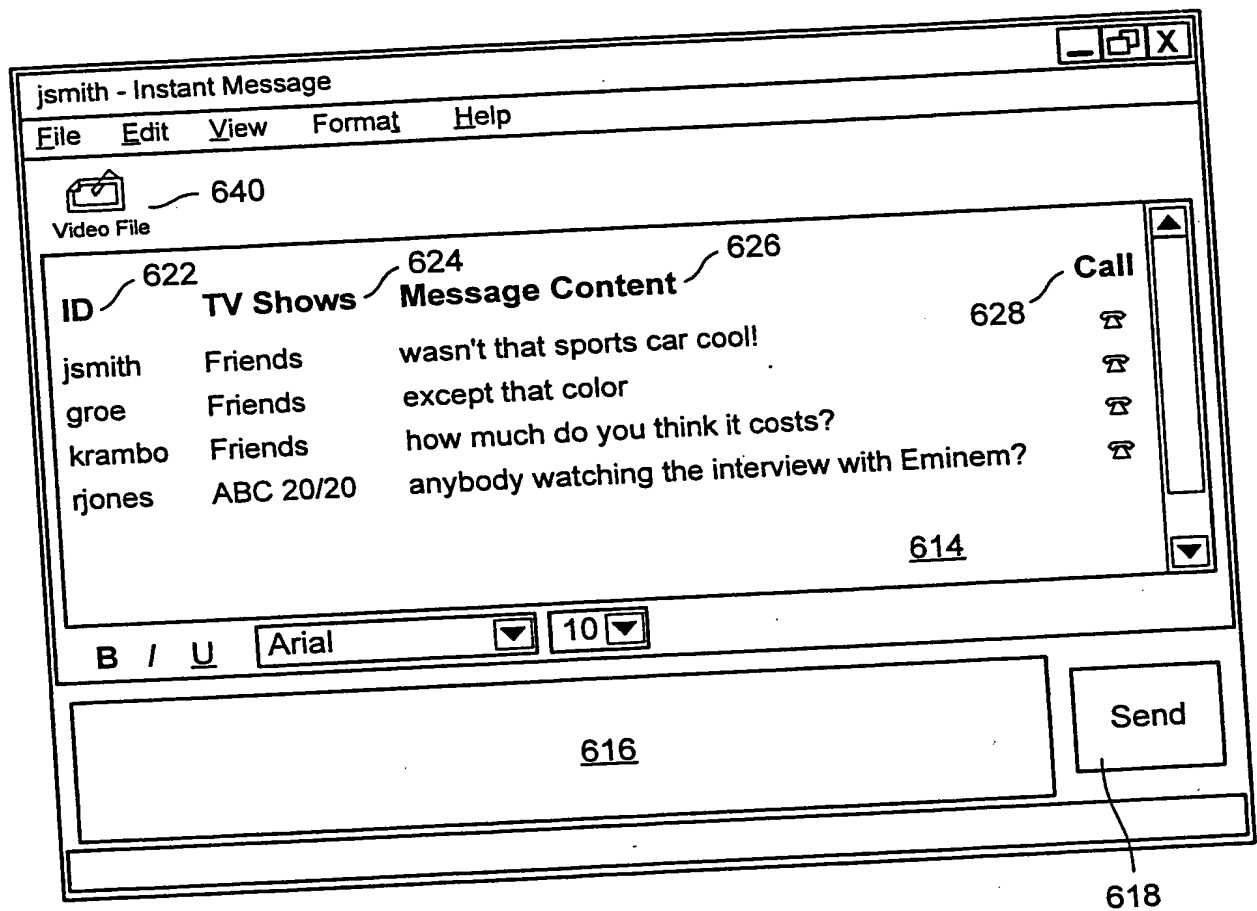


FIG. 6

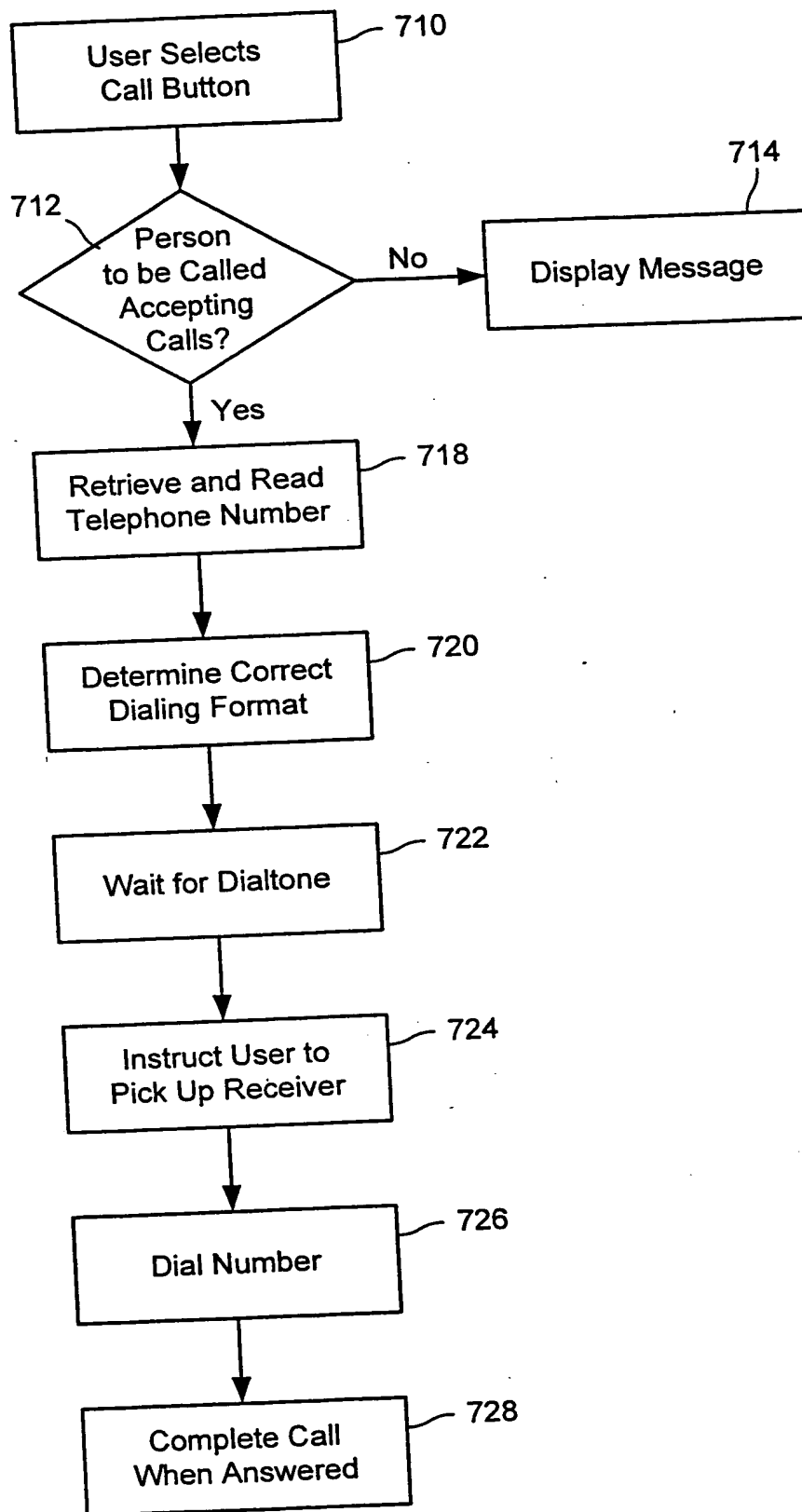


FIG. 7

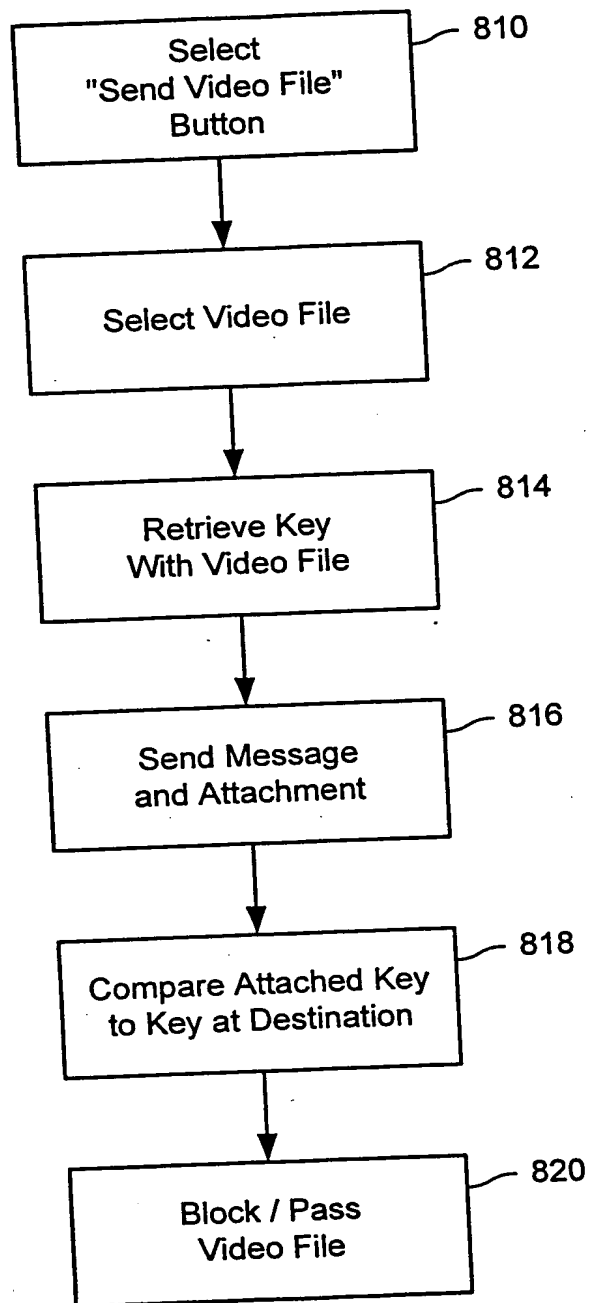


FIG. 8

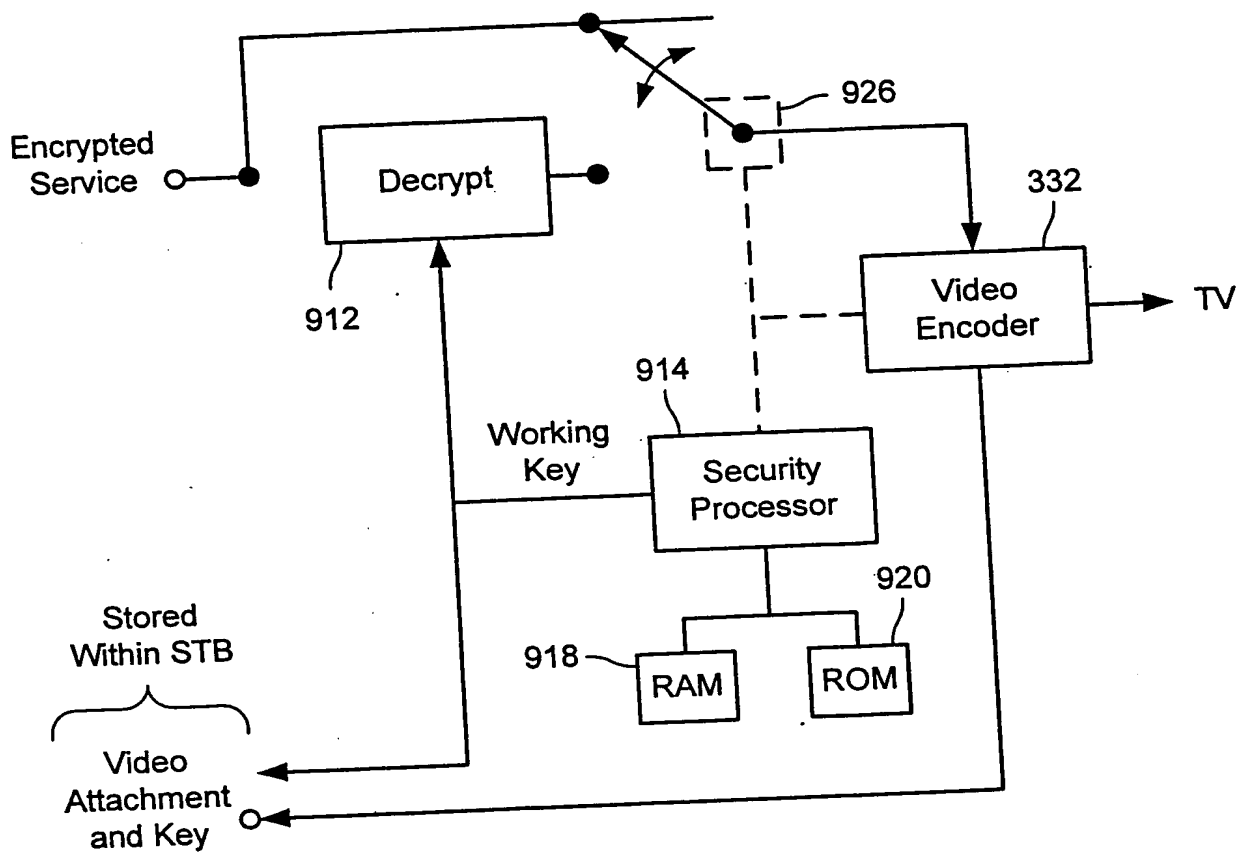


FIG. 9

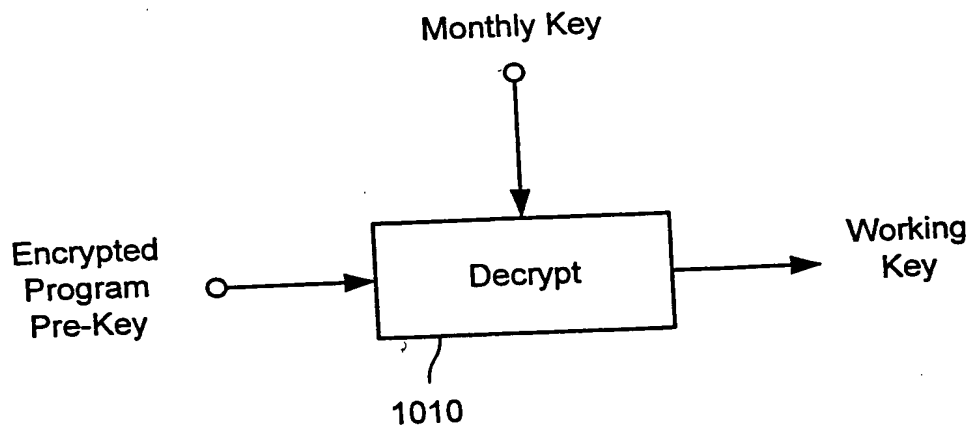


FIG. 10

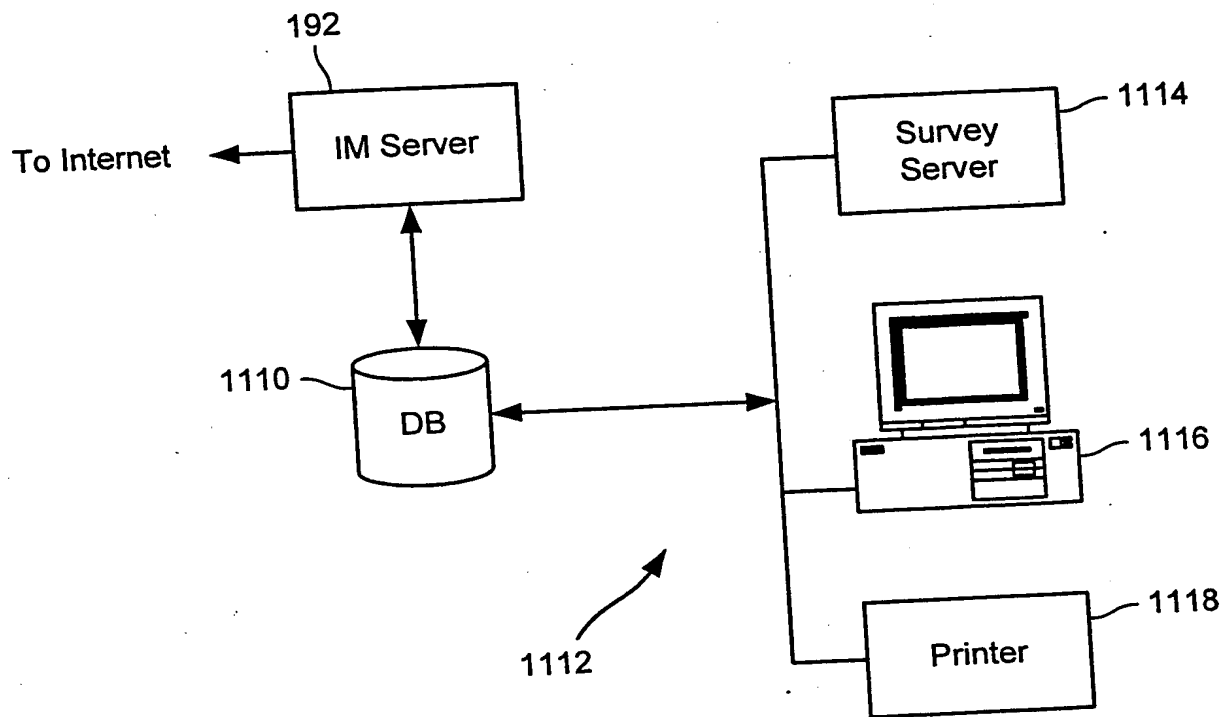


FIG. 11

TV Show A

| Time | No. of Users | Viewers | Trend | Mail Activity | Phone Activity |
|--------|--------------|-------------|-------|---------------|----------------|
| 8:15PM | 5,432 | 3,210 (59%) | Up | High | High |

FIG. 12